

## Claims

What is claimed is:

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1. An apparatus comprising:
  - a container having a front panel having a edge and a back panel having a edge, the edges connected to form a cavity for retaining a liquid, the container having a transparent portion and an opaque portion; and
  - 10 an amount of paint having a color disposed in the cavity.
  2. The apparatus of claim 1, wherein the container is flexible
  3. The apparatus of claim 1, wherein the container is a pouch.
  4. The apparatus of claim 1, wherein the transparent portion comprises a first part of the front panel and wherein the opaque portion includes a second part of the front
  - 15 panel.
  5. The apparatus of claim 4, wherein the opaque portion comprises a oblong area for displaying text or graphics.
  6. The apparatus of claim 1, wherein the container comprises a line for delineating a recommended opening.
  - 20 7. The apparatus of claim 1, wherein the container comprises text indicating an identifying characteristic of the paint.

8. The apparatus of claim 7, wherein the container further comprises a removable label and wherein the text indicating an identifying characteristic is disposed on the label.

9. The apparatus of claim 8, wherein the removable label is reattachable.

5 10. The apparatus of claim 9, wherein the removable label comprises an adhesive for use in reattachment.

11. The apparatus of claim 1, wherein the amount of paint is between 1 and 3 ounces.

10 12. The apparatus of claim 1, wherein the container has an oblong lateral cross-sectional shape.

13. A method of filling a paint packet comprising the steps of:

providing a packet having an open top end;

providing a source of paint;

dispensing a portion of paint into the packet; and

15 mixing the source of paint while dispensing.

14. The method of claim 13,

wherein the step of mixing the source comprises the step of providing a stream of paint flowing from the source and back to the source; and

wherein the step of dispensing a portion comprises the step of dispensing

20 the portion of paint from the stream into the open top end of the packet.

15. The method of claim 13, wherein the step of dispensing a portion includes the steps of

starting a flow of paint; and

stopping the flow of paint.

16. An apparatus for dispensing paint into a packet, comprising:
  - a paint reservoir;
  - an agitator capable of continuously agitating paint in the paint reservoir;

5 and

a dispensing valve to dispense a portion of paint from the paint reservoir during agitation.

17. The apparatus of claim 16, wherein the mixer comprises a first conduit for removing paint from the paint reservoir and a second conduit for returning paint to the  
10 reservoir.

18. The apparatus of claim 17, wherein the mixer further comprises a pump.

19. The apparatus of claim 18, wherein the pump is a peristaltic pump.

20. A method of displaying a selection of paint, comprising the steps of:

providing a line having a number of different paint colors, each paint color

15 having a hue, a shade, a tone, and a popularity;

selecting a subset of paint colors from the line, the subset being less than the whole line;

providing a plurality of packets, each packet containing a portion of paint having a color, the plurality containing the subset.

21. The method of claim 20, wherein the subset comprises 3 % of the available hues in the line.

22. The method of claim 20, wherein the subset comprises 3 % of the available tones in the line.

23. The method of claim 20, wherein the subset comprises 3 % of the available shades in the line.

24. The method of claim 20, wherein the subset comprises 3 % of the most popular 4% of the paint colors in the line.

5 25. An apparatus for containing a liquid colorant, comprising  
a container having a sealed storage cavity, an oblong cross-sectional shape, an  
oblong opaque portion, and a transparent window for viewing the contents of the cavity;  
and  
a liquid colorant disposed in the cavity.

10 26. The apparatus of claim 25, wherein the liquid colorant is a paint.

27. The apparatus of claim 25, wherein the liquid colorant is a stain.

28. A apparatus, comprising  
a sealed container;  
a cloth disposed in the sealed container; and  
15 a stain disposed in the sealed container.

29. The apparatus of claim 28, wherein the sealed container has an oblong cross-sectional shape.

30. The apparatus of claim 28, wherein the sealed container is a flexible pouch.

20 31. The apparatus of claim 28, wherein the cloth is a lint-free cloth.

32. A method of creating a sample of a liquid colorant, comprising the steps of:  
providing a sample container;

providing a source containing a batch of a liquid colorant;  
agitating the batch of liquid colorant;  
dispensing a portion of the batch into the container while agitating the batch; and  
sealing the container.

5        33.      The method of claim 32, comprising the step of inserting an absorbable cloth into the container.

34.      A method for distributing a sample to a consumer, comprising the steps of:  
providing a line of paints having a plurality of different colors;  
providing a plurality of web pages displaying an indicia for each of the plurality

10     of different colors;

providing a paint sample for substantially each of the plurality of different colors;

and

providing an system for the consumer to order and receive a paint sample for substantially any of the plurality of different colors.

15     35.      The method of claim 34, further comprising the steps of:

providing a retail outlet;

selecting a subset of the line of paints have a plurality of different colors, the subset being less than the whole line of paints;

providing paint samples for each of the plurality of colors in the subset in the

20     retail outlet.

36.      The method of claim 34, further comprising the step of providing access to plurality of web pages to a consumer in the retail outlet.

37. The method of claim 34, wherein the plurality of different colors exceeds 500.

38. The method of claim 34, wherein the paint sample is a flexible pouch having a cavity with a portion of paint therein, the flexible pouch having a transparent window and an opaque oblong thereon.  
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